

The electronic ticket information can also include a purchase confirmation code or number which can be utilized to obtain hard copy tickets at a user communication device 20 located at the event or event venue, at a ticket issuer communication device 30, and/or at a central processing computer 10.

Thereafter, the operation of the apparatus 100 will cease at step 407.

In another preferred embodiment, a central processing computer(s) 10 can be associated with, and/or can be operated by, any of the ticket issuers as defined and/or as described herein. A central processing computer(s) 10 can also be associated with, and/or can be operated by, any of the ticket holders as defined and/or as described herein. A central processing computer(s) 10 can also be associated with, and/or can be operated by, any of the users or individuals as defined and/or as described herein.

In another preferred embodiment, any of the processing routines and/or functionality, described herein

as being performed by the central processing computer 10 can also be performed in whole and/or in part by any of the herein-described user communication devices 20 and/or can also be performed in whole or in part by any of the herein-described ticket issuer communication devices 30.

In any and/or all of the embodiments described herein, any interactions, negotiations, and/or deals reached, between any of the users, individuals, entities, or parties, can be monitored and/or be recorded by the central processing computer 10 and be stored in the database of the central processing computer 10.

In any and/or all of the embodiments described herein, the central processing computer 10 can record and store data and/or information regarding any and/or all of the transactions, sales, re-sales, and/or purchases, involving any of the herein-described tickets and/or ticket options (hereinafter referred to as "transaction information"). The transaction information can be utilized for any appropriate purpose(s) such as, but not limited to, subsequent pricing of any of the herein-described tickets or ticket options, for conducting marketing studies, for conducting consumer behavior studies, for conducting

advertisement efforts and/or activities, for conducting marketing efforts and/or activities, and/or for any other appropriate purpose, effort, or activity.

In any and/or all of the embodiments described herein, any of the messages, notification messages, reports, and/or transmissions, described herein, can be any one or more of a beeper or pager message(s), an instant messaging message(s), a telephone call, a telephone message, an e-mail message(s), an electronic data transmission(s), and/or any other suitable communication(s).

The apparatus 100 and/or the central processing computer 10 can administer and/or maintain a financial account(s) for, or on behalf of, any of the herein-described and/or herein-defined users, individuals, ticket holders, and/or ticket issuers, and/or other users, individuals, or entities, who or which utilize the apparatus and method of the present invention. The financial accounts may be bank accounts, electronic money accounts, credit accounts, debit account, charge accounts, and/or any other accounts for facilitating financial transactions.